

A man with a beard and brown hair, wearing a black t-shirt and a black apron, stands in a cafe. He is smiling and has his arms crossed. In the background, there is a blurred view of a cafe counter with various items like coffee machines and containers.

CAFE STARTUP COURSE

**DON'T BE A STATISTIC
YOUR CAFE SUCCESS BEGINS HERE!**

The most comprehensive cafe business course available



MEET YOUR MENTOR

Your coach and mentor throughout the program is Peter Giannakis, his experience coming from building and operating 12 cafes simultaneously. He's also a certified state and national barista judge as well as the director of the HG Coffee school. All of this allows him to share experience and ideas with you to help assist you in avoiding many of the mistakes made by new business owners when they open their first café. Peter will share the tools and knowledge that allowed him to manage 120 staff and run his cafes under management.

THE COURSE IS A 12 WEEK PROGRAM WITH A TOTAL OF 12 HOURS OF PERSONAL ONE ON ONE COACHING, TO REVIEW EACH WEEKS LEARNING AND ANSWER ANY QUESTIONS YOU MIGHT HAVE ABOUT YOUR OWN PERSONAL CIRCUMSTANCES AND BUSINESS GOALS.

LEARNING TOOLS INCLUDE READING MATERIAL, AUDIO LEARNING, VIDEO TUTORIALS AND WEEKLY ONE ON ONE TEACHING .

THE PERSONAL COACHING SESSIONS ARE DELIVERED VIA SKYPE OR IN OUR OFFICES AT REGENCY PARK, AT A SET TIME WEEKLY THAT BEST SUITS YOU. DURATION CAN BE FAST-TRACKED BY BOOKING TWO OR MORE CONSULTS PER WEEK, THIS CAN REDUCE THE COURSE DURATION SIGNIFICANTLY.

THE PROGRAM IS PRICED AT \$1600 INCL GST, AND IS INCLUSIVE OF BRINGING A BUSINESS PARTNER .

COURSE OUTLINE



UNIT 1. CHOOSING & DESIGNING A SENSATIONAL CAFÉ

This unit will clarify for you exactly what a successful café looks like. The clarity provided in this unit will save and make you a lot of money in your business. It could be this unit that ensures the success of your cafe!



UNIT 2. DEVELOP A ROCK-SOLID BUSINESS PLAN

Learn how to prepare a business plan that will attract investors, finance and can properly execute your vision. Throughout the course you'll be provided with material to assist you in completing your business plan.



UNIT 3. CREATE A MARKETING PLAN TO REACH NEW CUSTOMERS

Without marketing there is no longevity for any business. A marketing plan will assist you in creating structured and targeted marketing campaigns that keep your business at the forefront of your customers thoughts.



UNIT 4. DESIGN YOUR LAYOUT FOR MAXIMUM FUNCTIONALITY

A well designed layout can save you money. In this unit we examine the layout efficiencies that can assist less staff to achieve more, saving your business thousands of dollars in the life of your business.



UNIT 5. HOW TO AVOID THE PITFALLS OF NEGOTIATING A LEASE

Signing the wrong lease can seal the fate of your business. Here we examine the pitfalls of bad clauses in leases and how to negotiate with a landlord to establish a lease that will support your business .

COURSE OUTLINE



UNIT 6. CUT THROUGH THE INSURANCE JARGON—WHAT YOU NEED TO BE INSURED FOR

Learn how to establish a relationship with your insurance company or broker and find out what need to ask your insurance company for and what each item of cover really covers you for.



UNIT 7. FIND OUT WHAT YOU NEED TO PURCHASE AND WHAT IT WILL COST

Use my cafe startup budget and list of equipment and learn what you need and how to save money acquiring everything you need. Including inside tips on the variations on different items of equipment.



UNIT 8. THE BENEFIT AND DIFFERENCES IN POINT OF SALE (POS) SYSTEMS

There are various types of cash register (POS) systems out there. And no one is perfect for everyone. With different features and subscription costs, in this unit we find out how to use them, which will best suit you and how to avoid the hidden costs of purchasing Point Of Sale



UNIT 9. CRAFT A PROFITABLE MENU & COSTINGS

Understand how to calculate Gross Profit on all of your products. If you don't know how much money each item makes you; you can't set your selling price. Set up a system that will allow you to update and check your pricing every six months.



UNIT 10. LEARN HOW TO SETUP YOUR PRODUCT DISPLAYS FOR MAXIMUM SALES

Your customers buy with their eyes learn the golden rules of food display. If your food display isn't set up correctly you could lose half your daily sales depending on your business. In this unit we examine precisely how to get this right.



UNIT 11. GROW YOUR SALES THROUGH BUSINESS TO BUSINESS CATERING OPTIONS

Catering can create a substantial secondary revenue stream. With food in your kitchen and kitchen staff waiting for the next order there is no excuse for not developing a secondary business within your cafe, which can significantly contribute to your profits.



UNIT 12. ALIGN YOURSELF WITH SUPPLIERS THAT WILL HELP YOU GROW YOUR BUSINESS

The lowest price supplier isn't always the best for your business. Find out why. In this unit we investigate the scenarios which truly are your suppliers measure and what you are truly purchasing when working with quality suppliers.



UNIT 13. CREATE A TEAM OF STAFF THAT WILL SET YOUR BUSINESS APART

Exceptional staff are rarely unemployed. So how and where do we find the best people for your business. In this unit we learn how to sell ourselves to super stars who will ultimately define our business.



UNIT 14. PUT THE RIGHT PROCEDURES IN PLACE TO STANDARDISE YOUR STAFF TRAINING

How to induct your staff with the correct procedures contracts and orientation programs. This unit will make it clear how to train develop your staff with little effort and cost to your business.



UNIT 15. MAXIMISE YOUR PROFITS BY MANAGING LABOUR COSTS WITH BEST PRACTICE ROSTERING

Learn how to manage your business and know DAILY if your business made or lost money. Take control of your Labour and material purchasing costs.



UNIT 16. SETUP YOUR IT REQUIREMENTS AND MANAGE YOUR BUSINESS ON THE GO

Learn how to do more with less time. If you've heard of the 4 hour work week, you'll really enjoy learning how to apply these principals to the cafe industry. An indepth look at out sourcing cafe owner - operators.



UNIT 17. PROTECT YOUR BUSINESS WITH THE CORRECT POLICIES AND PROCEDURES

The documentation of policies will avoid serious problems throughout the life of your business. As a business owner we are guilty until proven innocent, without the documentation of policies there will be no chance you're ever proven innocent.



BONUS 1. FREE SUBSCRIPTION TO AN ONLINE BARISTA COURSE

Presented by Peter Giannakis, A National Barista Judge and director of the HG Coffee School. This training is designed for you to learn at your own pace. The course assumes you know nothing about coffee and teaches you all you need to know to prepare quality coffee.



BONUS 2. VIDEO TUTORIAL ON HOW TO ASSESS BUSINESSES FOR SALE

In this unit you will learn to assess businesses for sale and avoid the dirty sales tactics employed to make unprofitable businesses seem like a good investment. Un-missable if you're thinking of buying a cafe.

BONUS

RESOURCES, TEMPLATES & TOOLS!

- ✓ Business Plan Template
- ✓ Market Leading Café Blueprint
- ✓ Polished Business Plan Template
- ✓ New Location 20 Point Checklist
- ✓ Full Café Equipment Purchasing List
- ✓ New Business Startup Checklist
- ✓ Lease & Turnover Requirement Calculator
- ✓ Coffee Cost & Profit Calculator
- ✓ Product Gross Profit Calculator
- ✓ Food Costing & Pricing Calculator
- ✓ South Australian Supplier Contact List
- ✓ Interview Questions for Café Manager
- ✓ Interview Questions for General Staff
- ✓ New Employee Orientation Checklist
- ✓ Employee Contract Template
- ✓ Café Staff Job Description
- ✓ Staff Orientation Package Template
- ✓ Staff Payroll Information Template
- ✓ Rostering Calculator
- ✓ Purchasing Calculator
- ✓ Daily Profit & Loss Management Tool
- ✓ Catering Email Calculator
- ✓ Catering Order Form Template
- ✓ Catering Menu Examples
- ✓ Café Audit Report
- ✓ Daily Café Opening Checklist
- ✓ Monthly Café Maintenance Checklist
- ✓ Daily Temperature Monitoring Sheets
- ✓ End Of Day Automated Till Reconciliation Tool

MUCH OF THE FAILURE IN NEW CAFÉ BUSINESSES LIE IN FUNDAMENTAL FLAWS. THE CAFE STARTUP COURSE WILL PREPARE YOU FOR THE MANY AREAS YOU WILL NEED TO MANAGE AND OPEN YOUR EYES TO THE PITFALLS YOU CAN AVOID BEFORE YOU REACH THEM ALLOWING YOU TO FOCUS ON BUILDING YOUR DREAM!



YOUR CAFE SUCCESS BEGINS HERE!



HG | COFFEE SCHOOL

DELIVERED
IN
PARTNERSHIP

the
hospitality
coach
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